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About Matthew James

Matthew B. James, MA, PhD, is the CEO of Empowerment Partnership Seminars, Inc., where he serves as a Master Trainer of Neuro Linguistic Programming (NLP), a practical behavioral technology for helping people achieve their desired results in life. The Empowerment Partnership offers integrative and holistic approaches to psychology and therapeutic practices, and has been a leader in this field since 1982.

Dr. James also carries on the Huna lineage of one of the last practicing kahuna in this practice of mental health and well-being. The traditions of Huna span 28 generations and have been presented to the United Nations to further peace amongst diverse countries and cultures. His recent book, *The Foundation of Huna: Ancient Wisdom for Modern Times*, details forgiveness and meditation techniques used in Hawai`i for hundreds of years.

Dr. James started exploring consciousness at a very young age, learning to meditate at age five from his parents and studying siddha yoga directly from teachers like Baba Muktananda while he was still in grade school. As a teenager, he studied with human potential greats like Tony Robbins and Richard Bandler, and became a Master Trainer in Neuro Linguistics in his twenties.

Dr. James now delivers seminars and cultural trainings throughout the United States, Canada, Asia, Australia and Europe. As an international speaker and educator, he is committed to embodying the principles he teaches.

Dr. James lives in Kailua Kona, HI with his wife, Soomi, and his children, Ethan and Skylar.

INTRO

What's the Point?

If you picked up this book, you're most likely a seeker of some sort. You're on some kind of spiritual path or involved in human development. You've gone to workshops or read self-help books or tried different practices, all with the intention of becoming . . . what?

Papa Bray¹, a very wise Kumu Huna (teacher of Huna) who taught my father, said that we seek first the *lesson of mastery* then the *lesson of life*.

The *lesson of mastery* is learning how to work with energy and bring it down to the physical to create your reality, for instance your health, relationships, money, needs and resources. The *lesson of life* means you take that foundation you created from the lesson of mastery and move back to spirit.

In modern psychology, the closest concept to the lessons of mastery and life comes from Carl Jung² and what he called the process of *individuation*, the process of becoming *actualized* or a truly authentic individual. Being authentic in this sense is more than being honest or even transparent. It means having all parts of yourself aligned to who you really are. Once you do that, you will find your purpose. And in the end, I'd say that this is what

¹ David "Papa" Bray was the son of one of the last practicing Kahuna, David "Daddy" Bray. He instructed my father, Tad James, in the Bray family lineage of Huna.

² Carl Jung, founder of Analytical psychology, was a prominent psychiatrist in the twentieth century who is best known for his work with dream analysis and symbolism. Areas of study that influenced his work include Eastern and Western philosophy, astrology, literature, alchemy, art and sociology.

almost all of us are seeking: to feel fully aligned with who we are and our purpose.

Spiritual and human potential teachers often talk about the need to find your purpose though I've never found many books that clearly lay out how you do it. Each path is unique. Your path to finding your purpose will be different than your next door neighbor. But what all spiritual/ human potential paths have in common is some form of the lessons of mastery and life and, through them, connection with higher consciousness which is the source of your purpose. In fact, the focus of most of transpersonal psychology, much of the personal growth and development movement, Huna, and just about any esoteric study is to help us to find our purpose and to reclaim our true nature as fully authentic human beings.

But if this is our true nature, why do we have to "reclaim" ourselves as authentic human beings? Why do we have to chase it, study it, practice it and sometimes even struggle with it? Dr. Alex Docker, with whom I had the pleasure working with for a decade and who helped write the Jungian psychology section for Kona University's Master's Degree courses in Transpersonal Psychology, summed it up very simply: "We all think we're human beings, but we're actually a world of human *doings*."

I Can't Get No Satisfaction

Pay attention to what we call ourselves: human beings. Often we are so wrapped up in what we are *doing* that we forget or maybe never thought to stop and ask, "Who am I meant to *be*?" The words *human being* absolutely point to where our priority needs to be.

By the way, I don't even think we begin as human doings. We're human *havings*, as far as I'm concerned. Our focus has become: "If I just *have* this then I can *be* that." We live in a world that is materialistic – and that's how it is supposed to be. Personally, I own an iPhone and thank goodness I do! I have a computer. I have a car. I fully enjoy the physical world. The physical world is not evil, dirty or nasty, something to deny or make wrong. I'm not going to get deeply into what the physical world is or is not here. But I'd like to see us move away from focusing on the physical to reclaim the aspect that is called individuation, connection with higher self. Having more stuff doesn't make us more authentic or less authentic. But our *relationship* to stuff, the importance we give it, can lead us off the path.

Let me share what taught me the limitations of living my life as a *human having*: By 2002, I had worked for Advanced Neuro Dynamics, our training company, for ten years. My father took me out and bought me a Rolex. I was impressed and excited, thinking, "Wow. This means I finally made it!" As a teenager, I remembered my grandfather's gold watch that his company gave him for retirement. I played tennis in high school and, as a big tennis fan,

saw Rolex splattered all over Wimbledon. So a Rolex was a big status symbol to me, very meaningful.

When my father gave me the Rolex, it had two interesting effects. First, I really treasured the watch as a marker on my personal path, and felt appreciation for the huge accomplishment of being with the organization for ten years and running it for five. Second, without taking anything away from that feeling of treasuring the gift itself, getting the Rolex did something else. It opened me up to a new realm and a very interesting way of thinking. I felt a visceral sense of accomplishment. I got a sense of "I have achieved something," and along with that came energetic euphoria. So every time I looked at my watch, I felt great!

Have you ever had that feeling, when you're looking at something that you just got that you weren't even sure you could ever get? Maybe it's a Lexus or a Rolex or your diploma or your first girlfriend/boyfriend or your first house --whatever that symbol of accomplishment was for you. Can you remember getting your first car? Every time you got behind the driver's wheel, remember that feeling? Especially in the beginning. "I did it! I have made it, man." Just seeing the symbol can bring back the great feeling, that high of "I have accomplished something and here is the physical, tangible proof." But a few weeks or maybe a few years after acquiring that symbol (with my Rolex, it lasted a couple of months because it had a ruby in it!), someone asks, "What time is it?" and you say, "3:05." You look at your watch and

that euphoric feeling isn't there anymore. "Oh, no! Did I get the wrong watch?" How many of you ever had that thought? Your internal system gets used to the experience and you don't feel it in the same way. But instead of understanding what truly happened, you freak out and think, "Oh, no. Was that the wrong car? The wrong watch? The wrong wife? Should I have gotten the other model? Maybe I should have gotten the solid gold. Or the blond." All of these thoughts start popping into your head. And instead of understanding what happened, what do most people do? Go shopping to get the next one and the next one and the next.

With my Rolex, I thought, "What happened? What happened to that feeling? What happened to the accomplishment? Where did it go?" I spent a short amount of time chasing after that feeling, but couldn't catch it. So I wondered, "If I can't get that feeling back, what does that mean? Did I not really accomplish what I had set out to accomplish? Did I miss it?" My questioning started off in a very innocent way questioning whether I got the wrong watch. But then it really snowballed.

Ring the Bell of Being

Interestingly, this all happened at a time in my life where I was questioning who I should be and what I should really be doing with my life. When I asked that question out loud, my now brother-in-law said to me, "You shouldn't ask that, because once you ask it, you cannot un-ring that bell."

And he was right. Once you ask the big questions of “why” or “what is the purpose”, it's all over. Once you ask those questions, you can't un-ask them. To turn those questions off, you really have to go back to sleep. I'm not talking about head-on-the-pillow, snore and drool nighttime sleep. I'm talking about putting yourself back into the trance of the mundane, going through life as human *havings* and *doings*: wake up, shower, brush your teeth, get in the car, drive to work. To turn off those questions (which, trust me, is really hard) you have to become numb again. You have to shut off the part of your brain that craves to have purpose, that natural urge to have meaning in life.

So my experience with the Rolex snowballed into my asking, "If I'm not getting satisfaction from material stuff, if I'm not even sure why I'm doing what I'm doing, what's the point?" I started questioning everything: “Why am I doing what I'm doing? If I love Huna, why am I teaching NLP?" Then I'd question why I was even teaching Huna. All the questioning eventually pushed me into asking the real question: “Who am I really meant to *be*?” The problem with not knowing your purpose is that you act and react but your actions don't feel good, and you just don't feel *pono*. *Pono* is that “Ah, this is right” feeling, and it only occurs when your actions are in alignment with conscious, unconscious, and higher self. My favorite explanation of *pono* is that feeling of unwavering congruency in your actions and being. When we're acting and reacting without that congruency and alignment, we

usually get driven by the need to *have* or *do* the next thing: “I need to have a bigger house” or “I need to study under a different guru.” Of course after a while, that next thing you have or do doesn’t feel satisfying either.

Have you ever questioned what you're doing in your career, but instead of staying with the question, jumped to another job? Jumped from a rotten relationship to a different one? How did that work out for you? It's great in the beginning. But after a while, don't you wake up one day and realize you're still feeling the same lack of satisfaction?

Don't misunderstand me, there are times when you should get out of a job or relationship and the decision was great. I have met many people who really needed to change their situation or environment to get realigned. But too often we leave something only to re-create the same experience with another job or another person.

During my Rolex period, I decided to change my role within my organization. I thought I fixed the issue, only to find that I was still facing the exact same questions a short time later: “Why am I doing what I'm doing? Should I be doing something different?” And if you stay unaligned after you've started asking those critical questions, the lapse between doubting yourself seems to shorten. First you question what you are doing, make a change and a year goes by before you start questioning it again. But after the next change you make, the questioning begins at nine months. You make another change but you start questioning it after six months, until finally it's like

you wake up questioning your actions and choices every single day. This is a sign that you're not yet on your path, following your purpose. Bottomline: Once *being* is your focus, you will find your purpose as well as your personal answer to "why am I doing this, having this, etc..."

Okay, But How?

So I'm assuming that you've rung your own bell, that you've asked yourself those now-nagging questions that are stirring up your desire to know your purpose and to live it. I'm also guessing that, no matter where you are on your path, you've developed a substantial tool kit. Maybe you've learned to pray or access Higher Self through stillness. Maybe you've learned to breathe deeply to calm your emotions and clear your conscious brain. Maybe you've learned to make good decisions by laying out a list of pros and cons then sleeping on it. Maybe you have learned the benefit of running to reduce stress or counting to ten before speaking in anger. Maybe you've learned to interpret your dreams or listen to your intuition. All of this is useful. Yet even with all of these great tools, you may feel like you've been spinning your wheels. From my experience, in my own life and in working with my students, the real trick is to *recognize where you are on your path and which tools to use at what times.*

Let's take an example: Say, you come home from work and find that your very precocious toddler has experimented with using your DVD player as a

toaster, shoving her peanut butter and jelly sandwich into it and waiting for it to pop out. You feel your internal volcano, your own active Kilauea, ready to erupt. What tool do you use? Maybe counting to ten is enough. Or maybe the incident triggers something deeper in you, like a traumatizing experience from your own childhood, and you need to do some work with your Shadow, that part of your subconscious that holds – and sometimes hides – negative aspects of yourself. Both are good tools, but you need to know where you are so you can use the right one. Needle-nose pliers are great but they aren't much help if the job calls for a sledge hammer!

Knowing where you are on the path is crucial for all students of spirituality, personal growth and development. If you don't know where you are on the path, if you have no idea of what you're doing, how do you know what the next step should be or what tool to use? How do you know if you should study quantum physics, energy work, hypnotherapy or astrology? Should you spend time to let go of more negative emotions or focus solely on connecting with your Higher Self? It would be like a football team not knowing where they are on the field. Should they kick a field goal, punt, throw the ball?? If you don't know where you are on the field, how do you know what to do!?

You can't really progress on your path until you know where you are on it. Here's an important truth that many people misunderstand: your path is not necessarily a linear, logical sequence of learnings. Too many people have

the notion that “If I understand a certain level of consciousness, I’ll never have to visit it again.” Good luck with that! My students often tell me, “I’ve learned to flow energy and bring in Higher Self. So how come I still feel so much road rage on my way to work every morning?” They are assuming (wrongly) that they will no longer feel the frustrations of the ego or messages from the Shadow now that they have accessed higher states of consciousness.

The process is not as linear as it may sound. But if you've been a student of human potential or esoteric studies for quite a while and still feel inconsistent in your connection to higher self, you may not have fully integrated the Shadow yet. If you feel run ragged because of your expectations of yourself or others' expectations of you, you may not have made a clear distinction between persona and ego. In general, if you just don't feel *pono* or right with the world, some piece of self is probably hanging out there and needs to be brought in. Hawaiians call that “right with the world feeling” *pono* and, unlike many Westerners, they consider being *pono* a natural state – not just one for special occasions!

In my experience, we don't work with a particular level of consciousness then transcend it to graduate to the next. (If you are sitting there thinking that you have progressed “beyond” the ego, I'm guessing you've got a few ego issues that could use some work!) Instead, the process of becoming authentic human beings and living our purpose is not “transcending” parts

of ourselves but really about *integrating* all parts of ourselves: conscious, unconscious, and higher conscious.

CHART OF FOUR BODIES

So back to what most of us, at the end of the day, are really seeking: to live authentic lives, feeling fully aligned with who we are and connected to our purpose. Sometimes people think that it's going to be very difficult to figure out their purpose. Actually, it's not. It's very easy. This is what I want to share with you. I want to share how to find that purpose, how to connect with the path. It happens naturally through the process of individuation, understanding and integrating all aspects of ourselves.

Overview

There are straightforward steps to this process. Personally, though I've studied many others paths and disciplines, I've relied heavily on the teachings of Huna and the work of Carl Jung, both for my teaching and my own process. Jung and Huna share many similarities, and I've used their concepts and approaches throughout this book. The first step in the process of individuation is to understand – and accept -- some basic concepts. In this book, I'll cover basic concepts, including a quick overview of the five major assumptions and the difference between the symbology and sign.

Then I'll delve into the major conscious mind work that needs to be done along the path including the roles that we play in life, which Jung referred to as persona, as well as the concept of ego and the role of ego. From Huna's perspective, ego and persona are simply your consciousness, but Jung made certain distinctions between the two that I think are helpful.

This book covers only the conscious mind, but it is important that you understand not only the defined role of the conscious mind, but also the unconscious mind and the Higher Self (which I will discuss in other books). That's the true lesson of life, knowing the role of each aspect of yourself and realizing that you wouldn't do anything without the involvement of all three aspects of who you are. We live in a society in which the ego or the persona, depending on what context you're talking about, drives everything else. In actuality, Jung, Papa Bray and anyone else who teaches anything spiritual or esoteric will tell you that's totally opposite to how it should be. Everything should flow from the Self (that is self with a capital "S"). And when all aspects of ourselves are integrated, when we experience ourselves as fully authentic human beings, this is naturally how it works.

So let's start by looking more closely at what Jung's concept of *individuation* and Huna's concept of *life mastery* really mean.

Self Exploration:

To help you get the most out of this book, I've offered some questions and exercises throughout to help you apply the teaching. You might start a journal or simply contemplate the questions in your meditation time. Try not to judge yourself for any of your answers. Just answer as truthfully as you can.

1. What tools do you have in your personal tool bag? How have they served you? What do you feel you are missing?
2. Can you recall a time when the "bell of truth" rang for you? Where has that taken you? Did you ever try to avoid its call? How did that work out for you?